Index to Volume 13

ARTICLES

Abelson, Herb. See Smith, et al.

Appel, Valentine. See Smith, et al.

Arndt, Johan. **Haire's Shopping List Revisited.**

No. 5, pp. 57-61.

In a replication of Haire's famous study, attitudes toward instant coffee and its users were found to have changed.

Barry, Thomas E. and Richard W. Hansen. **How Race Affects Children's TV Commercials.**

No. 5, pp. 63-67.

Attitudes of children toward TV commercials were dependent upon the race of both the models and the respondents.

Bauer, Raymond. See Smith, et al.

Bogart, Leo. **As Media Change, How Will Advertising?**

No. 5, pp. 25-29.

Technical advances in media, changing purchase patterns, and new life styles will profoundly change future advertising.

Britt, Steuart Henderson, John C. O'Leary, and Ralph R. Sturges. **The Accuracy of Claimed Subscribers.**

No. 6, pp. 29-32.

Over one-fourth of a sample of subscribers to six magazines said they weren't.

Bruno, Albert V. **The Network Factor in TV Viewing.**

No. 5, pp. 33-39.

TV viewing patterns were similar in New York and Grand Rapids: There was a strong "network" effect and a lesser pattern of viewing programs of the same type.

Bruno, Albert V., Thomas P. Hustad, and Edgar A. Pessemier. **Media Approaches to Segmentation.**

No. 2, pp. 35-42.

Advertising should be aimed at old buyers of Gleem II and Crest, and at new buyers of Close-up, according to this verbal model of media approaches to segmentation.

Buc, Nancy. See Smith, et al.

Bucci, Richard P. **Erroneous Recall of Media.**

No. 4, pp. 23-27.

Many who recalled a gas company's billboard campaign said they'd seen it on TV.

Cardozo, Richard N. See Lehman and Cardozo.

Catry, Bernard R. and Michel Chevalier. **The Evolution of French Media Models.**

No. 3, pp. 19-26.

From all purpose "optimizers" to modular evaluators has been the trend in France for media models.

Charlton, P. See Ehrenberg and Charlton.

Chevalier, Michel. See Catry and Chevalier.

Dillon, Tom. **What Is Deceptive Advertising?**

No. 5, pp. 9-12.

BBDO's chief points out why deceptive ads offer no advantages to national advertisers and outlines positive steps industry can take against consumer and FTC complaints.

Ehrenberg, A.S.C. and P. Charlton. **An Analysis of Simulated Brand Choice.**

No. 1, pp. 21-33.

Patterns of buyer behavior in an artificial situation eventually came to resemble those in real life.

Fleck, Robert A. Jr. **How Media Planners Process Information.**

No. 2, pp. 14-18.

Two simple computer models accurately simulated the way in which media people sort through information.

Frideres, James S. **Advertising, Buying Patterns, and Children.**

No. 1, pp. 34-36.

TV commercials persuaded kids—who then persuaded their parents—to buy certain brands of toys.

Greenberg, Allan and Charles Suttoni. **Television Commercial Wearout.**

No. 5, pp. 47-54.

In a review of the state of the art, the authors discuss the pros and cons of methods and past studies of wearout.

Greyser, Stephen A. **Irritation in Advertising.**

No. 1, pp. 3-10.

In response to increasing public criticism, Professor Greyser suggests five kinds of research to help reduce irritation in advertising.

Hansen, Richard W. See Barry and Hansen.

Hawkins, Del I. **Model of Symbolic Communication.**

No. 3, pp. 33-38.

In studying the receiver, advertising has neglected the sender, according to this study.

Hendon, Donald Wayne. **How Mechanical Factors Affect Ad Perception.**

No. 4, pp. 39-46.

From over 50 years of research the author distills principles of how ad perception is affected by mechanical factors.

Hollander, Stephen W. and Jacob Jacoby. **Recall of Crazy, Mixed-up TV Commercials.**

No. 3, pp. 39-42.

When the audio of one commercial was presented with the video of another, recall improved.

Hunt, Keith H. **Effects of Corrective Advertising.**

No. 5, pp. 15-22.

Using Chevron's controversial F-310 ads, inoculation theory's use in advertising was verified: corrective ads reduced positive attitudes and inoculative ads buffered reactions.

Hustad, Thomas P. See Bruno, Hustad and Pessemier.

Jacoby, Jacob. See Hollander and Jacoby.

Jain, Chaman L. **Newspaper Advertising: Preprint vs. R.O.P.**

No. 4, pp. 30-38.

Stuffer preprints produced more responses than r.o.p., but at a higher cost per sale.

Jones, Vernon J. See Siller and Jones.

Larson, Carl M. and Hugh G. Wales. **Brand Preferences of Chicago Blacks.**

No. 4, pp. 15-21.

Colgate, Pepsi-Cola and Schlitz, all second nationally, were among the first-ranked brands by a sample of Chicago blacks.

Lehman, Martin A. and Richard N. Cardozo. **Product or Industrial Advertisements?**

No. 2, pp. 43-46.

A little-known supplier can spend his dollars more effectively on institutional advertisements.

Lodish, Leonard M. **Exposure Interactions Among Media Schedules.**

No. 2, pp. 31-34.

From vehicle audiences and their two-by-two overlaps, a new computer program can provide exposure interactions.

Montgomery, Bruce. See Smith, et al.

Montgomery, David B. **The Outlook for MIS.**

No. 3, pp. 5-11.

Better data, time-sharing, and software more relevant than elegant: All have improved MIS.

Moran, William T. **Why New Products Fail.**

No. 2, pp. 5-13.

Value is added to life by proliferation as well as

production of branded goods.

Newman, Joseph W. and Richard Staelin. **Information Sources of Durable Goods.**

No. 2, pp. 19-29.

Advertising was not the only source of information for buyers of automobiles and six major appliances.

O'Leary, John C. See Britt, O'Leary, and Sturges.

Ostlund, Lyman E. **Russian Advertising: A New Concept.**

No. 1, pp. 11-19.

The world's wealthiest Communist economy has begun to realize its need for mass advertising.

Parker, Ben G. **Through a Glass Darkly.**

No. 3, pp. 43-45.

A one-way mirror can be useful in research, but respondents should be told of its existence.

Pessemier, Edgar A. See Bruno, Hustad, and Pessemier.

Pinson, Christian and Eduardo L. Roberto. **Do Attitude Changes Precede Behavior Change?**

No. 4, pp. 33-38.

The authors show why we should rather ask, "Under what conditions does attitude change precede behavior change?"

Plasman, Stephen K. **Single Sample Commercial Testing.**

No. 6, pp. 39-42.

The identical sample approach to TV commercial testing is more valid and more economical than the independent sample approach.

Roberto, Eduardo L. See Pinson and Roberto.

Rogers, Kenn. **Group Dynamics for Marketing Managers.**

No. 4, pp. 7-14.

"It takes two" to make marketing—at least two—hence the value of group dynamics for managers.

Sheth, Jagdish N. **Brand Profiles From Beliefs and Importances.**

No. 1, pp. 37-42.

Better correlations with affect and intent-to-buy were obtained when beliefs about two instant breakfasts were not weighted by their respective importances.

Siller, Fred H. and Vernon J. Jones. **Newspaper Campaign Audience Segments.**

No. 3, pp. 27-31.

The cumulative net audience of the sports, business, and women's sections is lower but more meaningful than that of the whole newspaper.

Silver, Stephen E. See Wind and Silver.

Smith, Joe, Herb Abelson, Valentine Appel, Raymond Bauer, Nancy Buc, Bruce Montgomery. **My Day in Court.**

No. 6, pp. 9-22.

A report of six professionals' views about the use of psychologists as expert witnesses before the FTC.

Staelin, Richard. See Newman and Staelin.

Sturges, Ralph R. See Britt, O'Leary, and Sturges.

Suttoni, Charles. See Greenberg and Suttoni.

Valiente, Rafael. **Mechanical Correlates of Ad Recognition.**

No. 3, pp. 13-18.

Claimed noting of print ads depended more on their size, color, and number of illustrations than on their content.

Wales, Hugh G. See Larson and Wales.

Weinberger, Martin. **Getting the Quota Sample Right.**

No. 5, pp. 69-72.

Unless careful procedures are followed, an incorrect quota sample can distort survey findings.

Wind, Yoram and Stephen E. Silver. **Segmenting Media Buyers.**

No. 6, pp. 33-38.

Based on their ranking of 20 criteria for choosing magazines, 107 media buyers fell into three distinct types.

COMMENTS ON RESEARCH

Narodick, Kit N. **Airline Market Share: A Rejoinder**

No. 4, pp. 47-51.

Schultz, Randall L., Joe A. Dodson, and Dick R. Wittink. **Evaluating Airline Advertising: A Comment.**

No. 4, pp. 47-51.

EDITORIALS

Charles K. Ramond, Editor

For Your Day In Court No. 6, pp. 51.
Problems, Prizes and Progress No. 2, p. 48.
Summer Madness No. 4, p. 55.
The More the Merrier No. 3, p. 48.
The Three Cultures No. 1, p. 48.

POINT OF VIEW

Blankenship, A.B.
Buying Creativity in Research No. 6, pp. 47-8.
Kamen, Joseph
Point of View: (—) No. 3, p. 47.
Twedt, Dik Warren
What Happened to Adam Smith? No. 5, p. 75.
Weinberg, Charles B.
The Decay of Brand Segments No. 1, p 44.

INDEX OF ADVERTISERS

AdTel, Ltd. . . . . Cover II and page 1
Brehl & Associates . . . . . .page 50
Britt & Frerichs, Inc. . . . . page 8
Burke Marketing Research, Inc. . . . . Cover IV
CRA, Inc. . . . . .page 23
Dataplan, Inc. . . . . .page 24
Erdos and Morgan, Inc. . . . . .page 22
Frederick Resources, Inc. . . . . .page 24
W.H. Long Marketing Inc. . . . . .page 42
MARC . . . . . page 2
McCloskey . . . . . page 7
National Analysts . . . . . Cover III
National Family Opinion, Inc. . . . . .page 52
Research Information Center, Inc. . . . . page 3
TeleSession Corporation . . . . . page 6
U.S. Testing . . . . . page 4